

Before you spend a single dollar on advertising, attend another training course, see the next cosmetic salesperson or hire another team member, read this book!

*Michael Moretti, Publisher,
THE Aesthetic Guide.*

IN THE ART OF AESTHETIC PRACTICE LEARN HOW TO:

- Convert more leads into consults
- Move a higher percentage of consults to treatments
- Cross-sell patients on additional procedures
- Use your advertising dollars effectively
- Make the phone ring more frequently
- Harness the power of word of mouth promotion
- Diagnose where you need to focus for improvement
- Monitor and track your success
- Motivate and incentivize your staff.
- Get your front office aligned and trained to deliver great service

Directed primarily toward physicians across all specialties, everyone in the practice will find a bevy of helpful tools and techniques to improve performance at each step of the way. *The Art of Aesthetic Practice* is the first and only comprehensive program for tracking the all important Conversion Cascade. This entails the six critical steps to creating lifetime patients who actively recruit friends and family members to your services.

The Art of Aesthetic Practice

HOW TO PROFIT FROM THE COSMETIC BOOM

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